

Beacon Ads
Are Read in
12000 Homes

THE HASTINGS BEACON

No. 5, VOL. 1

HASTINGS COVERAGE

5¢ Per Copy

AUGUST 24th, 1939

AUGUST
29, 30 and 31st

Four Red Lights For Four Corners

The very near future will find four new red lights at the corner of Bridge and Front streets, one at each corner. At the same time three red lights will be installed at Victoria and Front streets. Special flashing beacons have been secured for the corner at Pinnacle and Bridge, Victoria and Pinnacle streets. These lights will be installed shortly. Credit is due for this much-needed improvement to Alderman Harry Rollins, chairman of light, and Mr. O. H. Scott, manager of the Belleville Public Utilities Commission.

Instrumental in this development was Alderman Jennings, who has been advocating this improvement for some time.

PARKING LOTS GROWING IN POPULARITY

If the parking lots at the rear of the Front street stores, under the supervision of Ald. Jennings, continue to meet with the splendid co-operation in matters of tearing down old buildings and levelling operations, Belleville will soon have built its own esplanade, or raceway reaching from Victoria to the lower bridge. On September 14th in the next issue of the "Beacon" an interesting announcement will be made concerning this splendid work.

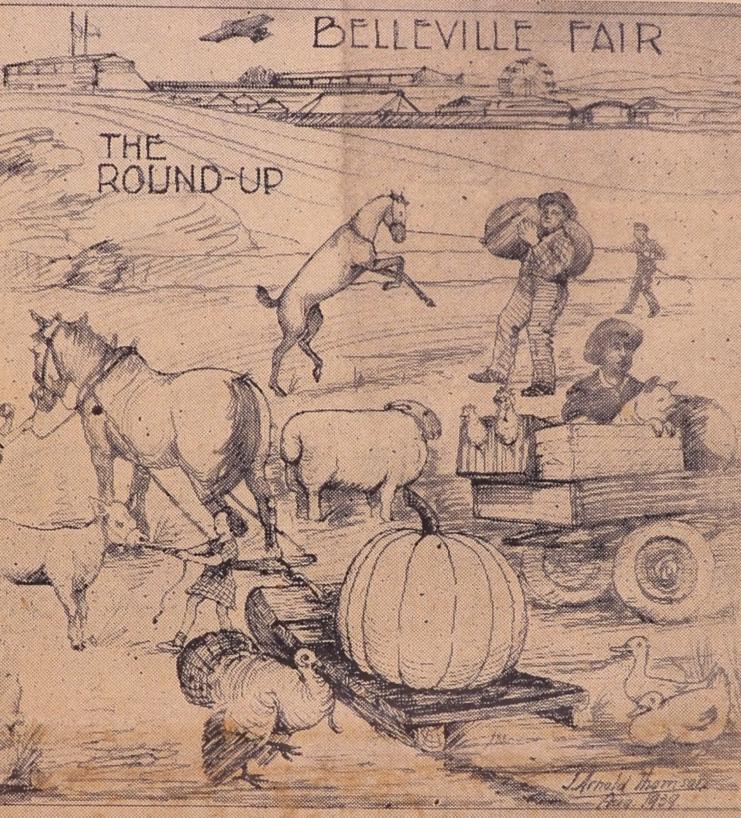
CHEESE PRICES

On Belleville Cheese Board last week there were boarded 2,588 boxes white and 165 colored. All sold at 10% cents.

Picton Ghost Hitch Hikes To Belleville

Returning from the scheduled Picton ghost walk rather disappointed Mr. _____ (Name withheld) suddenly froze at the wheel when he saw a grinning face staring at him in his rear view mirror. There in his own back seat was the Picton ghost. He dared not look back but with eyes straight ahead he sped on to Belleville and safety. He felt the ghost's cold breath on the back of his neck. Faster and faster he went. He felt the ghost lift his hat off his head and throw it out the window but there was no time to stop. On he went with hair on end, accelerator to the floor, around curves, over hills, until finally he thundered across the bay bridge. Soon, soon he would be safe. When all of a sudden the ghost tapped him on the shoulder and said, "Don't be alarmed, stranger, I won't haunt you. I just wanted to give those folks the slip back there and get home to Belleville. I went to Picton for a vacation but folks over there are so nervous they won't give a self respecting ghost any rest. Any how I've got work to do and it was time I was getting back. Over in Belleville I can haunt in peace. Things like stopping the town clock from ringing, stealing the big dog in front of Weavers, and gumming up the works in the red light hardly even make the front page. My next big stunt, if you can keep a secret, is to steal all the waste containers up and down Front street. I'll bet the people won't even miss them. I wouldn't have ridden in one of these dangerous contraptions except that I was so darned anxious to get back. If you'll just stop at the dead letter office I'll see if me or me buddies got any mail. So long."

"Phoebe, has your master returner?" "No, mum; that was only the dog you heard growling just now."



Special Markers For R.M. Carriers

Automobiles of rural mail carriers will in future carry metal markers with a Royal Crown and the words "Rural Mail" on them. Postmaster General McLarty has announced at Ottawa. The change was made at the request of the carriers.

Aerial Warfare May Leave Terrible Legacy of Hatred

If a general war breaks out, aerial warfare may leave a legacy of hatred no war has left before, according to Earl Baldwin.

The former British prime minister, who arrived in New York this week to address a session of the World Congress for Education in Democracy, told interviewers that peace or war in Europe depends on one man—Hitler.

"Hitler has a brilliant mind, but it is abnormal," the former prime minister declared.

The 72-year-old statesman said the British hate war and think it a "ridiculous" method of settling disputes.

"But the realization of what totalitarianism stands for has caused hardening in the minds of our people," he added.

Black Bears In Bancroft Area

Black bears have become more numerous and troublesome in Bancroft district and reports of sheep killing by the animals have become more frequent. Gideon Jessup, resident near the village, discovered three of his sheep badly mangled and with carcasses partially eaten. Bears and not wolves are believed responsible for the meat.

"Miss S---- is a nice girl, but rather loquacious."

"Yes; and besides that, she talks too much."

Going To The Fair

You may have seen the New York Fair, And San Francisco, too,

But yet you haven't seen the half Of what's in store for you.

For though the Belleville fair may be

A little less gigantic,

Think of the money it would cost

To go to the Atlantic;

And if the fireworks at night

Seem not quite so terrific,

It's cheaper to drive fifty miles,

Than go to the Pacific.

For after all it matters not

In manner of creation,

For we should leave a little more

To one's imagination;

And though there is no perisphere

To cleave the upper air,

No matter whether rain or shine

We're going to the fair.

A Blackout For Belleville

It's time Belleville had a blackout. It seems everybody else is doing it and with the R.C.A.F. flying over Belleville nightly such an event could be made very realistic as well as instructive. There are some experts that think that the mere size of Belleville would be sufficient blackout to any enemy planes cruising in the sub stratosphere. On the other hand those naxi people might be just mean enough to see a pin point of light, meaning Belleville, and drop a bomb on it to put it out.

We are living in perilous times and we can not be too careful or cautious. Belleville should have regular blackout nights and even if the enemy didn't come just think how much lower the light bill would be at the end of the month.

DOZE, NEVER CLOSE

Orillia, Ont.—An enterprising restaurant here has an obliging sign out in front, informing prospective customers that "we doze, but never close."

Five Factories In Bata Plan

The hope to have five large factories in operation within the next ten years on the Canadian site of the company at Frankford, Ont., was voiced by Mr. Jan Bata, head of the famous Czech-Slovakian shoe manufacturing firm, who arrived in Frankford the other day, where he will inspect present plans for the model community village and operating plants that will spring up in the near future.

"While it is not yet known just how large the Canadian factory will be, we are starting to build in the near future and hope to have five large operating plants constructed in the next 10 years," he added.

Farmer Seeks Thief With Penchant For Milk

Walter Fowlds of Hastings is looking for a thief with a penchant for fresh milk. He purchased a Jersey cow and couldn't understand why it was giving so little milk. Careful investigation revealed, however, the cow was giving its usual quota—but some body else was getting it.

Canada Exports \$69,209 in Arms

Ottawa.—Value of Canada's July exports of arms, ammunitions and implements or munitions of war totalled \$69,209, the National Revenue Department reported. These were shipped under 18 permits issued by the Department.

Principal shipments were high explosives, totalling \$33,600, exported to the United Kingdom and aircraft parts valued at \$30,315, which went to Mexico and the United Kingdom.

AUGUST 29, 30 and 31st

AUGUST

29, 30 and 31st

Danzig -- The Danger Spot

The eyes of the whole world are focussed anxiously on the Free City of Danzig. Everybody wonders how and when Hitler will attempt to swallow this Baltic tidbit which has been preparing itself for his insatiable appetite ever since the disgraceful day on which the wolfed Czechoslovakia. There are signs that Der Fuehrer is not altogether recovered from the indigestion occasioned by his swallowing of the Czechs and Austrians—but gluttons do not wait on digestion and Hitler may attempt this latest bite at any moment.

If Poland yields to Hitler's demands then we shall see the end of Poland. She will disappear as a nation and as a political entity, just as surely and completely as Czechoslovakia, Austria, Albania and Ethiopia have disappeared. Without Danzig, Poland would be smothered.

At first Hitler said that all he wanted was the City of Danzig and a corridor twenty-five miles wide through the East Prussia. Now he demands not only Danzig but the whole Polish Corridor and many additional concessions.

It is reliably reported that German troops are being massed on the Polish frontier, and that, within recent weeks, many thousands of German soldiers have been "filtered" into Danzig under various disguises. The German press is full of inspired reports

(Continued on page eleven.)

Veterans Are Ready For Any Emergencies

Canada's anti-sabotage campaign went into effect in Trenton this week when Inspector E. D. L. Hammond of the Criminal Investigation Department enlisted 25 Trenton returned men to guard this district's hydro stations and important industries in the event of any emergency.

Porker Disappears From Car Trunk

"This little pig went to market— But he didn't come home like the little pig in the nursery rhyme.

On Saturday, C. L. Redner, Rossmore, brought a small pig to Belleville market, but was unable to dispose of his porker on the open market. Mr. Redner had merely dropped the porker in the rear trunk of the car, opening the lid for sale inspection.

Leaving his car parked on the market square and the little pig safely lodged in the car trunk, Mr. Redner proceeded with his shopping in the city. Later, when he returned to the car, however, the little porker was among the missing.

The matter was promptly reported to the police but no signs of the wayward pig or stories of "the big bad wolf" having been seen followed.

MALE SWIMMERS MUST WEAR MORE THAN MERE SHORTS

Bowmanville, Ont.—Police here are under orders to arrest male swimmers who wear only shorts while swimming. Civic authorities have ruled all bathing suits must have upper portions as well as shorts.

Talking Serpents

Two members of the reptile family make vocal sounds: the alligator roars or bellows, and the elephant-tortoise grunts.

Going or Coming

The hummingbird is the only bird that can fly straight up, down, sideways, and backward.

The Hastings Beacon

Phone 370w Published by 1A Bridge W.
MAY'S ADVERTISING AGENCY
 All Rights Reserved Hastings Coverage — 12,000 Copies
 Next Issue September 14th Advertising Rates 50c per column inch.
EDITOR-IN-CHIEF B. P. MAY
NEWS EDITOR GODFREY SCOTT
NEWS COMMENTATOR FREDERICK W. NOYES
 Author of "Stretcher Bearers at the Double"
LITERARY EDITOR BERFORD MCLEAN
ART. DEPARTMENT J. ARNOLD THOMSON, ALBERT ELLIOT
 Any person in Hastings County not receiving a copy of The Beacon may get one by writing us. \$1.00 will be paid for the best jokes, news item or article sent us each month.

CLARK & MILES FAIR WEEK SPECIALS

Round Steak or Roast	lb. 18c
Pot Roast	lb. 14c
Rib Stew	lb. 9c
Leg of Lamb	lb. 28c
Shoulder Chop	lb. 23c
Breast of Lamb	lb. 15c
Large Sausage	4 lb. 25c
Fresh Hams	lb. 19c
Side Pork	lb. 17c
Loin Roast	lb. 19c
Pure Lard	lb. 10c
(Our Own Make)	
Veal Chop	lb. 17c
Stew Veal	lb. 10c
Sliced Bacon	lb. 27c
PROMPT DELIVERY	PH. 2100

A SILVER THEATRE "SPECIAL"



on a
62 pc.
 service for
eight
 Regular price,
 including value
 of chest, \$84.25,
 serving \$24.50.
 You pay only
\$59.75

1847 ROGERS BROS.
 Canada's Finest Silverplate
 offers this handsome large-
 chest, with drawer. It is made
 of solid wood with a rich
 Rosewood finish, beautifully
 grained and lined with tarnish
 proof velvetine and satin. It
 will hold services of well over
 one hundred pieces.

Listen to the Silver Theatre every Sunday,
 Sponsored by 1847 Rogers Bros.

BUDGET TERMS ARRANGED

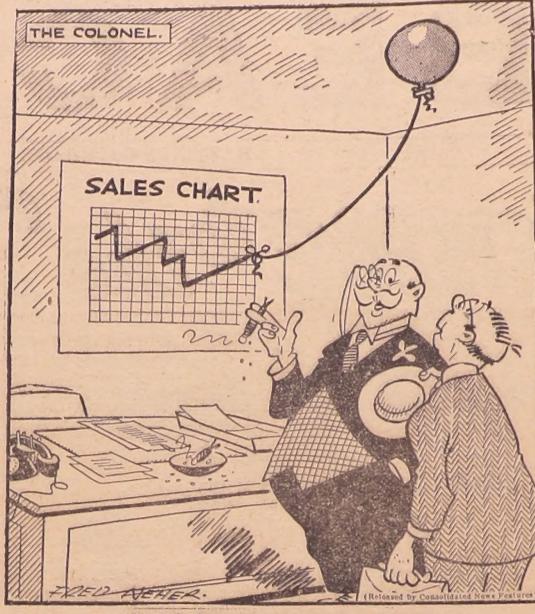
See Our Special
 Assortment of Silver
 Pieces at
\$1.00

STROUD'S
 208 Front St. BELLEVILLE

THE HASTINGS BEACON

LIFE'S LIKE THAT

By Fred. Neher



Aha!
 Mistress: "Where's the jelly, Bridget?"
 Bridget: "Why, you told me if was moulded, so I threw the stuff away."
 -Calgary Herald.

BELLE

Where Hits Are a Habit

SATURDAY MONDAY
TUESDAY WEDNESDAY

AUGUST 28, 29, 30

Daily 2.30 - 7.10 - 9.10

RIGHT INTO YOUR HEART!

The best-selling novel is now a soul-picture the whole world calls "Great!"



The Romance that is Sweeping Canada! It's a Sensation on Broadway in
 Its Third Month!

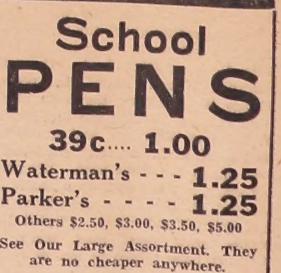
SAT., MON., TUESDAY

SEPTEMBER 2 - 3 - 4

Andy Hardy Wants
 To Get Married
 Now, Folks!



LOVE'S IN BLOOM for
 MICKEY ROONEY!
**"ANDY HARDY
 GETS SPRING FEVER"**
 with
 LEWIS STONE - MICKEY ROONEY
 CECILIA PARKER - FAY HOLDEN
 Directed by W. S. Van Dyke II

THE LUCKY 7th HARDY
 FAMILY HIT!

**School
 PENS**
39c.... 1.00

Waterman's - - - 1.25
 Parker's - - - 1.25
 Others \$2.50, \$3.00, \$3.50, \$5.00
 See Our Large Assortment. They
 are no cheaper anywhere.

Dolan
 The Druggist

The GEORGIA SALON

48 Bridge St. E. Opp. Post Office
 "The Home of Flexees in Belleville"

School Days And The 'Bone' of Contention

Soon we go to school again,
 To get our share of knowledge,
 And if we work and work and work,
 We'll work our way to college.

And if our folks cannot afford
 A higher education,
 We'll just have to work and work
 For our matriculation.

And though exams may come and go
 An' know and then we miss them
 It's quite a simple matter to
 Just blame it on the system.

For after all it matters not
 Within the realm of learning
 How many facts we master, but
 The depthness of our yearning.

And while we work and study hard
 And battle with declensions,
 The teachers try to keep intact
 Their salaries and pensions.

But who are we to worry much
 Of matters mercenary,
 As Major Bone himself points out
 The cost is secondary.

—School Boy

OH! DOCTOR!

By FREDERICK W. NOYES

Are you sore distressed? You are! Well, dear friends, here's help for you at last. Do you ever get the feeling that it is better to have plenty of money than none at all? Do you lose your appetite at the sight of a meal-table from which you've just arisen after performing therat prodigious gastronomical feats? Do you prefer to be a witness of, rather than a performer of manual labor such as dish-washing, lawn-mowing, ash-sifting, etc., etc.? You do! Then, dear reader, be of good cheer. The Beacon's famous medical specialist, Dr. Lynn C. Doyle, of Relapse Centre, is ready to help you.

Many of you, no doubt, have already heard of this famous drugless healer. He conducts the celebrated Lynn C. Doyle Correspondence School of Health and Remote Control Hospital which is so conveniently located in this section of the Province.

Imagine if you can, a Correspondence Hospital and School of Health for out-patients only. The term "out-patients" takes on a new significance when used in connection with Dr. Doyle's institution. Not only will all patients be "out" — so will the Doctor be, if ever any enthusiastic patient gets well enough to attempt to visit the Doctor personally. Personal interviews are not necessary and the renowned practitioner will never be out of patience with his out-patients so long as they adhere to the rules laid down for their guidance.

All you need to do is to mail your questions to Dr. Lynn C. Doyle, in care of The Beacon, and the Doctor will do his best to restore you to your former health, wealth and happiness, if any. Naturally, The Beacon accepts no responsibility for the results of treatments undertaken through the advice and operation of this free-of-charge, painless, harmless, unique long-distance clinic.

Here are some of the questions already sent in — and the famous physician's suggested remedies. Perhaps he can solve your problems, too. Give him a chance to assist you. By the way, only yesterday a certain local magistrate informed us that he hoped to give the doctor a trial as soon as possible. Be sure and mail your questions.

Question — My eight-months-old baby is continually sucking his thumb. What can I do to correct this habit? — J.H.R.

Answer — Wash the rest of your baby's hand, then nobody will notice that he has been sucking his thumb.

Question — Through eating some

Starting Friday, August 25th and Continuing Until September 9th

Big Clearance Sale OF OUR FAMOUS

FLEXEES

There are innumerable reasons why a smart dresser should wear Flexees



But the prices we are going to sell them at is one real reason why you should outfit yourself right now.

Our entire stock Summer Coolaires as well as regular style numbers are included in order that we may have a complete new stock for fall.

Regular \$5.00 and \$6.00 models of Corselettes and Girdles **2.98** for

Regular \$7.50 and \$8.50 **3.98** Values for

Regular \$10.00 **5.00** for

Regular \$15.00 **7.50** for

Answer — Dear D.F.P., would advise you to corner the market in those berries immediately. If you can do that your fortune is made.

Question — I am a retired coal merchant. My heart is very weak. Have been advised to try a warmer climate. Where would you recommend? — J.M. M.

Answer — The doctor is astonished to hear of a coal dealer with a weak heart, or with a heart, at all. Please send stamped self-addressed envelope (an asbestos envelope if possible) or call personally, and the doctor will be delighted to tell you of a warm place to which you may go.

Question — My wife has acquired a terrible habit of nagging and complains of an awful pain in her vocal muscles. Please advise me. Mr. S.S.W.

Answer — See reply to Mr. D.F.P. He may be able to help you.

Question — (1) My daughter, aged twenty, has a very noticeable flush on her face, particularly around her mouth and on her cheeks. (2) She shows a marked aversion to staying at home in the evenings, and (3) complains of an increasing stiffness in her knee-joints. What would you suggest? — Mrs. H.T.L.

Answer — (1) Hide her make-up outfit. (2) Let her bring her current heart-throb into her home. (3) Tell her to stop "rolling them" now that the weather is becoming rather cool.

Question — My wife and I are deaf mutes. Lately Mrs. M. has been very irritable. Night after night she keeps me awake by subjecting me to a terrible reprimanding, using our sign language, of course. What can I do to avoid these outbursts? — Mr. D.M.

Answer — Turn out the light.

Question — My husband complains of always feeling tired. He sleeps well and eats well, but when confronted with work he commences to tremble. What would you suggest? — Mrs. A.H.P.

Answer — Your husband should have a position entailing a minimum of mental and physical exertion. Tell him to apply for a government job.

Question — Dear Doctor Doyle, I am a young lady of eighteen. Please tell me how I can get my hands nice and white. — Miss H.T.

Answer — Dear Miss H.T. Try dipping your hands in your mother's dish-water for about one half-hour, three times daily.

Struck By Auto Indian Is Killed

William Loft, a resident of the Indian reserve near Deseronto, was killed Friday afternoon when struck by an auto driven by Alex Hazlett, of Ypsilanti, Mich.

Lotto was crossing Highway No. 2, about two miles west of Belleville through heavy traffic. Witnesses said he stopped to allow an eastbound car to pass, but failed to notice Hazlett's westbound car and walked directly in front of it.



**ROY ROGERS
MARY HART
SHINE ON
HARVEST
MOON**

Starts Thursday,
August 24th

and Plays Friday and Saturday with a 2nd Hit - - -
"YOU CAN'T GET AWAY
WITH MURDER"

Capitol

"Gif me two pounds of that salmon."

"That isn't salmon. That's ham."

"Who asked you vat it was?"

FREE!

Two Automobiles given away
FREE at the BELLEVILLE FAIR.
A Coupon Given With Each
25c Unit of Purchase

MEN

Now is a good time to buy that
new Fall Suit, Topcoat or Your
Winter Overcoat and secure these
Coupons. You may be the winner
of a new car.

Meagher's

264A Front St. BELLEVILLE

WOODLEY • FURS



**ARE YOU GOING
TO COLLEGE
THIS FALL?**

If you are, one of our smart
"college type" Fur Coats would
be just the thing to help you
look your best, as well as keep
you nice and warm.

PRICED FROM \$69.50 FOR
THE AUGUST FUR SALE

Visit Our Store When You
Come to the Belleville
Fair

273 Front Street

THE OLD RELIABLE WALKER FOUNDRY

Making PLOW POINTS for more than three-quarters of a century. You cannot buy better wearing points anywhere and the Price is much lower because we sell direct to the Farmer. NO MIDDLE MEN. WE operate a Custom Foundry and do General Repairing, Portable Electric and Acetylene Welding by Experts.

Fruit Machinery Co., Ltd.

368 Front Street

**FOTO-NITE
CAPITOL THEATRE
BELLEVILLE, ONT.**

**FOTO-NITE
AMATEUR SHOW**
Every Wednesday Nite

Announcement of names made to everyone present at the above theatre. No consideration required to participate. Person whose name is called must respond when announcement made.

**THE PRESENT OFFER FOR
YOUR PHOTO
\$95.00 CASH**

Thundering thrills race with Cassidy on the Sunset Trail!



Commencing August 31st at the

CAPITOL

FRANCE

The following statistics are an indication of what another war would mean to France—and not only to France, but to any other unfortunate country which might find itself the scene of actual hostilities. The chief difference in the distribution of casualties in the next war is likely to be found in the great increase in the number of dead and wounded among civilian populations. Events in Spain and China proved that modern war is waged as much against unarmed men, women and children, as against armies in the field.

Here is a brief summary of what happened to France in the war of 1914-1918:

At the beginning of the war France had a population of 39½ million; at the end she had 36½ million. In 1919 she had one million fatherless children; 12,000 of these children had lost both parents. She had 600,000 widows and 350,000 military cripples. 240,000 buildings were totally destroyed and 410,000 badly damaged.

Six thousand square miles of France, the equivalent, roughly, of a strip two miles wide stretching from Montreal to Vancouver, became for all practical purposes a wilderness. This area had housed about two million people. The value of buildings destroyed was in 1919 placed at four billion dollars. The value of furniture, supplies, etc., in these buildings was estimated at two billion dollars. The total amount of damage inflicted on the invaded regions, including the damages to agriculture, mines, factories, machinery, railways, bridges, etc., was estimated at twenty-four billion dollars.

It was a devastation not simply of buildings and other material things, but a devastation of life, of thought, of feeling, of affections, of religion, of brotherhood, of hope and of courage. Owing to conditions brought on by the war, out of every seven babies born in France during the great struggle, one died. 250,000 French prisoners died in German prison camps, many of them from ill-treatment and lack of food and medical care.

During the first fourteen months of the war the ordinary soldier of France received one cent a day. From October, 1915, to near the close of the war he received five cents a day.

It is little to be wondered at that the French loathe war. They know better than any other European people just what war means, and what it costs. Still, there is not in this whole world people more courageous and more willing to fight for liberty, freedom and justice than the French.

No Alternative
Kind-hearted Old Lady—Poor man, and are you married?

Beggar—Bless my heart, lady, do you think I'd be relying on total strangers for support if I had a wife?



**LAURIE LEWIS
FOR
School Supplies**



Sh-h-h

In his announcements one Sunday, the clergyman regretted that money was not coming in fast enough—but he was no pessimist.

We have tried, he said, to raise the necessary money in the usual manner. We have tried honestly. Now we are going to see what a bazaar can do.

**King's Youngest Brother
Will Race in Australia**

The Duke of Kent, who, like his brother, King George, and other members of the Royal family, is a great lover of horse racing, intends to participate as an owner in Australian racing when he takes up his post of Governor-General of the Commonwealth. He, his Duchess and their two children sail in October.

Already the pick of his stable are being shipped there. Among them is the 3-year-old Dhoti, which was unbeaten on the English tracks last year when he belonged to the Aga Khan.

This year, however, Dhoti so far has been a great disappointment to his followers. He started joint favorite for the Two Thousand Guineas, but in his four races, which included the Derby, he failed to be one of the first three.

**Visitor at Hospital
Was Too Laconic**

During the week-end someone gave me this story from Leeds Infirmary, says a Yorkshire Post columnist, and I can only hope that it is as true as he assured me it was. It appears that one of those tersely-spoken gentry whom we breed in Yorkshire presented himself at the Out Patients' Department and announced baldly, "Ah've got the gravel."

He was told to undress and wait for the doctor; and this, with some reluctance, he did. In due course, the doctor came around. "Ah've got the gravel," said the patient. The doctor examined him all over, but said that he could find no sign of the disease. "Nay, but Ah've got t' gravel," the patient repeated stubbornly, and the doctor made another and still more careful examination. "It seems to me that there is nothing at all the matter with you," he said severely.

"Ah knew that," cried the honest

Yorkshireman, exasperated by so much gravel for t' drive—two-an'-a'lf tons red tape. "Ah tell thee Ah've got t' of it in me cart outside."

THE WORLD'S GOOD NEWS
will come to your home every day through
THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper

It records for you the world's clearest, constructive doings. The Monitor does not exploit crime or sensationalism, neither does it ignore them, but deals constructively with them. Feature for busy men and all the family, including the Weekly Magazine Section.

The Christian Science Publishing Society

One, Norway Street, Boston, Massachusetts

Please enter my subscription to The Christian Science Monitor for a period of
1 year \$12.00 6 months \$6.00 3 months \$3.00 1 month \$1.00
Saturday issue, including Magazine Section: 1 year \$3.00 6 issues 25¢

Name _____

Address _____

Sample Copy on Request

McNabb's and Vogue

Present



When Vogue and McNabb's get together you can be sure there isn't anything you need know about sport clothes that you won't find out in The "SPORT SHOP" at McNabb's. We'll give you a thorough ground work in the Classics --- You know --- Sweaters, Skirts, Jackets, Ensembles, etc.

The J.A. McNabb Ltd.

254 Front Street - - - BELLEVILLE

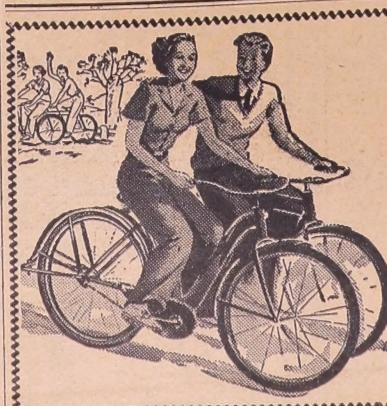
Bicycles

Bought Sold and Exchanged
PARTS AND SERVICE FOR
ALL MODELS

Bicycle Licence

Belleville and Trenton

PARENTS—Save Yourself Time and Money - - - Get
a Bike for your scholar, instead of using the car.





Al's Tire Shop

GOODRICH TIRES - BATTERIES - ACCESSORIES - GAS - OILS

STOP AT AL'S AND AVOID THE CONGESTION

PLAY SAFE! Let us check your tires inside and out, and save you trouble.

283 Coleman St., Belleville Phone 1380



SCHOOL SUPPLIES

- School Opening Day, September 5th
- A Complete Stock for Public, Collegiate and Vocational Schools

No Waiting at This Store

The James Texts Book Store

183 Front Street Phone 892 Belleville

Grocery & Fruit Store

FOR SALE

OPPORTUNITY FOR TWO
SMART YOUNG MEN

Space Available For Meat Department
WRITE BOX "A" FOR PARTICULARS

HASTINGS AUTO ELECTRIC

We Specialize in the Repair of
All Electrical Units and The
Carburetor on Your Car
WE ABSOLUTELY GUARANTEE A
PERFECT JOB

WALTER WALKER JAMES WRIGHT
Dundas Street BELLEVILLE Phone 2158

JOHNSTON

THE DRUGGIST

THE REXALL STORE

Shop Here For Your
School Supplies
MADOC, ONTARIO

No Date Set For Thanksgiving Day

Announcement by President Roosevelt of a plan to celebrate Thanksgiving Day in the United States a week earlier this year, drew attention to the fact that in Canada this year's date for the annual harvest time holiday has not yet been fixed. In recent years it has been customary in Canada to celebrate Thanksgiving Day on the second Monday in October, and no change is expected this year.

A STUDEBAKER (STOCK CAR) CHAMPION

Was driven across the Continent and back, under the auspices of American Automobile Association, at an average of 33 miles per Imperial Gallon.

THE 1940 MODELS ARE READY

Liberal Allowance for Your Old Car

QUINTE MOTORS
211 Pinnacle Street Belleville

Senator F. O'Connor, Philanthropist, Dies

Senator Frank P. O'Connor, philanthropist, sportsman, and founder of two far-flung business organizations in Canada and the United States, died Monday morning at his Maryvale Farm, Dawes Road, Toronto, in his fifty-fifth year.

In ill health for some time, he passed away with his immediate family at his bedside: his son, William J., his daughter, Mrs. F. D. Neale, and his brother, Frederick.

Senator O'Connor was one of the best known laymen of the Roman Catholic Church in Canada, and his contributions to the church, schools and charitable organizations, amounting to millions, made him one of Canada's greatest philanthropists.

Senator O'Connor was founder and, until a short time ago, president of the Laura Secord Candy Company of Canada and the Fanny Farmer Candy Shops in the United States. Poor health during the past year caused him to dispose of a large interest in the candy business.

Senator O'Connor was born in Deseronto in 1885, the son of Patrick O'Connor and Ellen McKeown. His father died when he was a boy and the family moved to Peterborough.

Police Give Warning Regarding "Rackets"

Ontario Provincial Police have sent out notices regarding two "rackets" which are being perpetrated in Ontario.

In one case, a man is sought on a charge of false pretences. This man and his associates go about obtaining money from people for a musical course on the guitar but the course is never completed because they leave the vicinity as soon as they obtain the money. The men are believed to be working the same racket in Belleville district. The leader is described as 50 years of age, 5 ft. 6 inches in height, weight 160 lbs., gray hair, driving Auburn car.

The other racket is one of passing Mexican peso notes instead of \$5 bills. The leader's modus operandi is when he arrives in a town or city, he usually employs one or two young men and they assist him in passing these notes. He is described as 35 years of age, height 5 ft. 9 inches, slim build, dark complexion, wearing glasses. These Mexican notes closely resemble \$5 bills.

If anyone should have information concerning these men, they should get in touch with local police.

WE KEEP WHITE WEAR

WHITE

NO GREYING

NO YELLOWING

NO SHRINKING

MODERN

CLEANERS AND DYERS

325 Pinnacle Street

BELLEVILLE Phone 2277

TRENTON Phone 11000

Send Your Films for Developing - and - Printing



Direct to us and SAVE MONEY!

Rolls developed with 8 high-gloss electric machine-dried prints and included with order a handsome, double weight, professional enlargement, size 5" x 8" free.

FOR ONLY
25c

Re-order from negatives—8 prints with enlargement, same price - 25c
Wrap your films carefully. Write your name and address plainly,
include coin (stamps not acceptable) and mail to

Photoart Film Service

TRENTON, ONTARIO

DRAWER 809

If you are not a Film Fan hand this to some one you know that is.
They will thank you and we will, too.

John W. Cook HOUSE FURNISHINGS

DRAPERY CURTAIN MATERIALS

FRILLED CURTAINS

VENETIAN BLINDS WINDOW SHADES

FLOOR COVERINGS

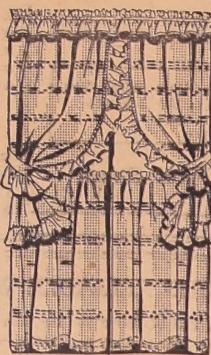
RUGS, INLAID LINOLEUM, CONGOLEUM

We Specialize in Window Shades Made to
Order in Any Size

210 FRONT ST

BELLEVILLE, ONT.
ENTRANCE THROUGH BOWRA'S

Use Elevator



See LESLIE'S NEW FALL SHOWING of LUGGAGE AT THE FAIR

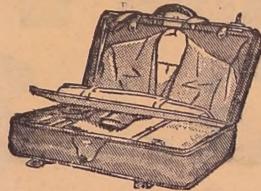
Travel Smartly Wherever You Go With the Travelling Companions Shown Below:

Ladies' Travel Twins



Light, Compact, with distinctive lines of Beauty. These travel twins are correctly styled for quick, easy, and crushless packing.

Wardrobe Gladstone



A short trip wonder for compactness combined with the latest in luggage improvement.

Dressing Case



You'll Like this McBride Dressing Case with its trim shirred pockets and roomy interior. An ideal companion to larger luggage.

JUST ARRIVED!

The latest and finest styles of Women's and Men's Shoes are now on display at the fair.

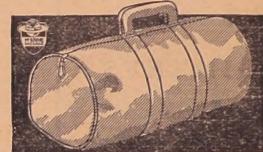
Pick Your Pair Now
Odd sizes and widths
a Specialty

Aero Packette



Carries Several Garments Without Wrinkles or Crushing, and Gives all Dressing Case Features as well. Easy to pack, smart in appearance.

Duffle Bag



An essential for the Golfer, Over-the-week Enthusiast and the like! Handy for everybody who plays anything from Badminton to Baseball.

LESLIE'S SHOE STORE

WE CARRY ALL KINDS OF TRUNKS AT REASONABLE PRICES

255 Front St.

Agents for Dr. M. W. Locke of Williamsburg, Shoes - - BELLEVILLE

Phone 553

Slips From Bank While Fishing, Trenton Woman Was Drowned

Mrs. Alfred Baker, Trenton, R.R. No. 3, drowned in the Trent Canal, two miles north of Trenton, Thursday despite the efforts of a nice to rescue her. Mrs. Baker, accompanied by four girls, was fishing from the shore of the canal between Dams No. 5 and 6. Mrs. Baker, who had been sitting on the shore, decided to change her position. While getting up, she slipped and fell into the water, which was about eight feet deep at that point.

Elaine Baker, 14, a niece, jumped into the water in an effort to rescue her aunt. Dorothy Baker, Muriel Brown and Jean Wilson, the other three girls in the party ran for help. Elaine made several attempts to find Mrs. Baker, but was unsuccessful. Bob MacAulay and Cecil White, Trenton truck drivers, were stopped by the girls and both jumped into the canal.

They soon found the body.

L. Johnson, summoned from a nearby power house, applied artificial respiration. Dr. McMullen pronounced the woman dead after thirty minutes.

PROFESSIONS

When I was at Shrewsbury I endeavored to collect some statistics by getting all boys to fill in a form showing their father's profession and that which they intended themselves to pursue. One of the first to come in read as follows: "Father's profession—Deceased. Intended profession—Dying." I thought I was being mocked, till I discovered that the family were well known as dyers in Kidderminster.—The Dean of Durham (Dr. Ailington) in "Things Ancient and Modern."

A KIPLING STORY

It once happened that the omnibus belonging to a certain hotel careened into Rudyard Kipling's garden, destroying one of his most beautiful trees. After the occurrence of the accident he naturally expected to receive some reparation from the proprietor of the hotel. But time passed by without the slightest sign of recognition of the affair on the latter's part. The poet wrote him a letter,

but received no answer. He wrote a second, and a third, but to no avail. By this time Kipling decided to adopt more decisive measures. He would call on the man in person. Respectfully, even reverently, the hotelman listened to his distinguished visitor's reproaches, and finally vouchsafed the following excuse for his tardiness.

"You see, Mr. Kipling," he explained, "One of the guests at my hotel gave me twenty-five dollars for

your first letter, and I sold the other two for ten dollars apiece . . . If only you had written me two more letters, I should have found it easy to pay the costs of the damages."

The best way to make money out of chickens is to start a hat shop.

"He called me a barefaced liar!" "Apparently he didn't notice your moustache."

RADIO SERVICE

Now is the time to have your Radio put in shape for fall and winter use. We have a Modern Service Department with the finest equipment.

We Repair All Makes of Radios

PHONE OR WRITE US

WEAVER'S

SATISFACTION GUARANTEED

PHONE 1031

217 FRONT STREET



Let Houston's Show You How to Make A Good Home A Much Better Home

WE SPECIALIZE IN EVERYTHING IN THE CONSTRUCTION OF A BUILDING

THE HOUSTON CO. LTD.

BELLEVILLE

PHONE 1677

COMPLIMENTS
Of The
BELLEVILLE
CHAMBER OF COMMERCE

MARMILL FEEDS
Visit Our Display at the
Fair. Consult Our Poultry
Expert Manufacturers
Building

SCRYVERS
For First-Class Drug
Store Service

When in Belleville
Drop Into the
NATIONAL BAKERY

When Visiting the Fair
Drop In and Have a Chat
WEESE &
ONDERDONK
Dealers of Canadian Tire
Corporation Products

WHILE AT THE FAIR
Drop Into the
BELMONT

See Our Exhibit of
Washers
Cleaners and Polishers
At the Fair
BEATTY BROS. LTD.

Compliments of
ST. CHARLES MOTORS
BELLEVILLE

WHILE AT THE FAIR
Visit
MCINTOSH BROS.
Belleville, Ontario

When Visiting the Fair
We Would Appreciate
Your Inspection.
SOBIE'S SILK SHOP

Compliments of
GEORGE A. REID
District Agent The Great-
West Life Assurance
Company, Belleville

FAIR VISITORS
Special Prices on All Our
Furs
ASHLEY FURS

Compliments of
THE BIG "A" CO.
BELLEVILLE

After The Fair
WHERE DO WE GO ?
To
Bean's Fish & Chips
THEY'RE DELICIOUS
Phone 1543 331 Front Street

A. B. LIDDLE
Tailor
New Fall and Winter Samples are
Now in - - - Both special and
custom made.
224 Front St. Ph. 1635-J

WE CAN REPAIR
YOUR RADIO
Cheaper and Better
FRALICK'S
RADIO SERVICE

BILL COOK
CIGAR STORE
TOBACCONIST

When in Belleville To See
THE FAIR
Make the City Hotel Your
Headquarters

COMPLIMENTS
of the
NEW QUEEN'S HOTEL



Accidents Will Happen
Our repair department will
give you prompt and expert service
at reasonable prices.

Odd Shaped Crystals
Regular Size, Special 49c

FREE!

25c Tickets to the FAIR -
For Each Watch Repair Job
Costing \$1.00 or More

Offer Good Until August 31st

Majestic Jewelers
GEO. FINCH
6 Victoria Avenue



See Our Display at the Fair

ANNOUNCING

Rogers Radios
For 1940

See and hear these Beautiful New Models on Display. You
will be amazed by their beauty of tone and performance.
Models range from **16.00** up.

Fess - Fitzgibbons For 1940

See the New Fess Oil Burner. Engineering leadership proved
again. New fuel economy, new efficiency, longer life. Don't
miss our display of Fess-Fitzgibbons Air Conditioning Equipment
and the New Fess-Fitzgibbons Steel Boiler for Small
homes. Consult our heating expert at the Fair

HOME APPLIANCE STORES

229 FRONT STREET

BELLEVILLE

PHONE 1181



Enjoy a Cool
Orangeade or
Ice Cream Cone
AT

Lattimer's
Booth at the Fair
Tamblyn Agents

**SATIN FINISH
HARDWOOD
Flooring**

CONTRACTOR and DISTRIBUTOR
NEW FLOORS LAID and FINISHED
RESURFACING A SPECIALTY
Beautify Your Home With
"SATIN FINISH"
"Satin Finish" Costs No More Than
Ordinary Flooring

ARTHUR A. SILLS

285 COLEMAN

BELLEVILLE

PHONE 1584

**B. P. Tile
Floorings**

FOR DISTINCTIVE FLOORS
The modern trend in flooring - - -
COLORFUL - DURABLE - RESIL-
IENT, FIRE-SAFE - EASILY MAINTAIN-
AINED. B.P. Tile Floorings, avail-
able in numerous colors and sizes per-
mit choice of design. Created to en-
hance any setting.

"THE TREND IS TILE"

**Brantford
Roofing**

CONTRACTOR and DISTRIBUTOR
•
ANYTHING IN ASPHALT
•
BUILT-UP-ROOFING FOR
FACTORIES
•
ASPHALT SLATE FOR HOUSES

**WALKER HARDWARE-FAIR FEATURES
ON DISPLAY**

ALADDIN LAMPS

No Better Light Can Be Had. See these beauti-
ful New Floor, Table, Bracket and Hanging
Mantle Lamps on Display

BOECKH BRUSHES

Floor Brooms, Dust Mops, Etc.

Flo-glaze

INTERIOR GLOSS
PAINT

For Walls, Ceiling and
Woodwork

Flo-glaze

FOUR-HOUR
ENAMEL

For Furniture, Woodwork and
General Household Purposes

Flo-glaze

FLOOR
ENAMEL

For Interior and Exterior Floors
Wood, Concrete and Linoleum

Walker Hardware Co. Ltd.

248-250 Front Street

BELLEVILLE

Phone 163-164

GET THAT NEW CAR THRILL ALL OVER AGAIN by Taking Your Car to **CAMPBELL'S AUTO PAINT SHOP**

Whether Your Car Needs Simonizing, Duco or Dulux, Painting or Upholstery Cleaning, You Will Find CAMPBELL'S Will Add \$\$\$ Of Value to Your Car

327 Coleman Street

Body and Fender Repairs

PHONE 777

Generosity

Barber—I came to ask if you could raise my salary.

Shop owner—It isn't pay day.

Barber—I know that, but I thought I would speak about it today.

Shop Owner—Well, go back to your chair and don't worry. I've managed to raise it every week so far, haven't I?

Presents Principal Reasons For The Low Price Of Cheese

In a statement issued by S. L. Joss of Belleville, secretary of the Ontario Cheese Producers' Association, to representatives of Ontario cheese factories, the principal reasons for the wide

variations in cheese board prices this season and the low prices for cheese are given as follows:

Consumption of cheese in the United Kingdom this spring was below normal, due to unusually cold weather.

Stocks of cheese in Canada, the United States and the United Kingdom are well above a year ago.

The unfavorable situation in sterling exchange this year, as compared with last, is accountable for 3-4 cents per pound on cheese.

"And there is the international situation," adds Mr. Joss. "This point may need some explanation. Employment figures are comparatively high in the United Kingdom, thousands of men are undergoing military training, due to the recent conscription bill, and wages are relatively high. Ordinarily these factors would promote higher prices, but England today has an abundant supply of foodstuffs, and due to Government control, which would most decidedly operate in the event of war, speculation has been reduced to the minimum, and even normal speculation is actually interfered with. We have all heard, of course, of the extreme nationalism of European countries and its effect upon world trade. That subject is much too broad to be dealt with here, and we are merely trying to explain conditions in the cheese trade as they exist this year as compared with last."

Mr. Joss states that to find an entirely satisfactory explanation for conditions is difficult.

THE REST CURE

Joe White loved his wife and his kiddies,

But had scant affection for work. He harvested yen by pushing a pen, And, one day when he felt the old irk,

He yawned till his jaws started aching;

He sighed like a soul going west; Till his boss said, "Joe, it's home you should go—

You're tired—you deserve a day's rest!"

So Joe parked his pen and unloaded Devout words of thanks to his boss. Thought Joe, "This is fine! Now a day's rest for mine,

Free from figures of profits and loss!"

Joe's heart was as light as a feather As homeward he whistled his way. "Gee, this is the life!" said Joe to his wife—

Her response was a lusty "Hooray!"

Then Joe's wife led Joe out to their garden;

She brought him a rake and a spade;

She called him "Old Dear," and said

"Joe, you work here Till the kiddies are dressed, and beds made—

And — there's last Winter's ashes down cellar, That I wish you'd clean up, too, and — say —

This warm weather means we should have up our screens — My, it's great that you're off for the day!"

So Joe groomed the garden, then sifted

The remnants of last Winter's coal. He screened windows and doors and performed other chores,

That caused cusswords he couldn't control.

His hands gathered cuts, corns and blisters;

He ached in the small of his back; His knees were contused; his elbows were bruised;

His shins, too, became greenish-black.

Poor Joe went back gladly, next morning,

And fondled his books and his pen. He was aching and sore and inwardly

sore. That he'd never forsake them again.

When his boss saw him working he marvelled,

At Joe's new contentment and zest —

That was long years ago, and to this day friend Joe

Hasn't wanted another "day's rest."

—Frederick W. Noyes

LIGHT BULB 50 YEARS OLD STILL BURNS

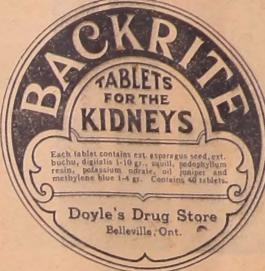
An electric light bulb, which is fifty years old at least, was unearthed at the city hall in Kingston. On examination it was found to be in good condition and will be used in one of the civic offices.

The bulb, which is of a very old-fashioned type, was found by Rupert Davis, fireman at Kingston city hall, while he was engaged doing some work under a flooring.

PAPER TAKES WING BRINGS ACTION APLENTY

Boston.—A piece of paper, floating idly on the breeze, whistled into the kitchen window of Mrs. Antonetti Lanze's apartment in the north end and landed on a hot cook stove. The paper blazed up.

Mrs. Lanze, in another room, saw the flame and ran screaming into the street. A passer-by turned in a fire alarm. Five engine companies, two ladder companies, fireboat 31, rescue company 3, a district chief, a deputy chief and a score of police rushed to the scene. There was no damage.



Text Books and School Supplies AT MODERATE PRICES

for Collegiate, Public and Separate Schools

Sills Book Store

222 Front Street BELLEVILLE Phone 1829



Back to School

in clothes that are clean and attractive looking ...

It's time to get the children ready for another school year — time for collecting scattered books, pencils and a dozen other things. High on the list of things to be done are school wardrobes, time to have 'em cleaned, renewed, ready for another school year. Odorless superior cleaning solves the latter problem !

Odorless Cleaners

352 Front Street BELLEVILLE Phone 54

WHEN YOU GO

Back to School

YOU'LL WANT TO BE DRESSED UP LIKE ALL SMART BOYS

School days are back again and boys will be back again for School Suits and other Fall Outfitting



WE'RE ON THE JOB

We've smart, serviceable School Suits built for wear. Suits, we always guarantee. Strong fabrics, unfadeable colors, good pockets, and buttons on to stay. Single and double breasted styles.

\$6.75 to \$13.50

Your Boy will cost you less, if you buy his School Clothes here. Try it, you'll be convinced.

Quick & Robertson

BETTER CLOTHES

Do You Appreciate Quick Service and First Class Workmanship?

IF SO --- GET OUR PRICES AND THE TIME REQUIRED TO HAVE ANY OF THE FOLLOWING WORK PERFORMED ON YOUR CAR

WHETHER IT IS WHEEL ALIGNMENT, BODY OR FENDER REPAIR

You Will Find Us Ready and Equipped for the Job

J. E. MADILL

Steering, Tire Wear,
Wander, Shimmy

334 Front Street

SIMONIZING
CAR PAINTING
CAR WASHING

Ph. 2270, Belleville

SCHOOL BOOKS and SCHOOL SUPPLIES



Best Prices at

**Geen's
Drug Store**

285 Front Street

Belleville

Parasites From Laboratory Sent To Palestine By Air

Included in First Air Express Flight From Canada to England Recently

When the Imperial Airways' flying boat Cabot took off from Montreal on its first air express flight from Canada to Great Britain, on Thursday, its cargo included a package of Canadian-bred insects destined for Palestine. The odd parcel was received at Belleville by the Canadian National Express agent from the Dominion Entomological Laboratory. It was the

first package to be booked for air express aboard the Cabot.

Weighing only eleven ounces, the parcel contained 300 living parasites, which are to be shipped to the Citrus House, Tel-Aviv, Palestine. It was expressed from Belleville, flown to England, then flown to Haifa, Palestine. From there, the parcel will be transported to Tel-Aviv by motor car. The whole trip will take only four days.

The parasites in all stages of life will be used in Palestine for breeding purposes. Later, the parasites will be used in a war on the mealy bug, that is causing considerable damage to all citrus fruit in that country. G. Wishart, entomologist, stated the parasites were first imported from South America. Experiments carried on at Belleville have proved successful against the mealy bug in this country, and, it is thought, that it will be an aid in Palestine.

For years the Dominion entomological branches of the Department of Agriculture have used airways throughout this continent. The transportation of parasites must be done quickly or a considerable number of them will die in transit. With the inauguration of the trans-atlantic service, the parasites will be shipped throughout the world in the fight against insect pests.

SPARROW STARTS MILL BY THROWING SWITCH

Irwin, Ia.—Fred Ruhs, grain elevator operator, was amazed when he came to work and found the elevator locked up but the machinery within running full blast.

The seared body of a sparrow provided the explanation. Ruhs figured that the bird lighted on the handle of a switch, threw it with its weight, then was electrocuted when it fell against the electrical contacts.

"Algy's going to be married again." "I didn't even know he had been married." "He hasn't but he's often been going to."



R. B. COOPER

The North American Life take pleasure in announcing that Mr. R. B. Cooper, District Manager, has again qualified for a prominent position in the Company's Big Producers Club. He has an unbroken record of club membership, having qualified every year since joining the Company's organization. He will attend the convention during the latter part of August.

BACK TO SCHOOL

Beauty Specials!

\$3.50 Oil Permanent —
for \$2.50

Special Combination Oil
Shampoo, Violet Ray Mass-
age and Finger Wave 75c

GETTRA'S BEAUTY STUDIO

283½ Front

BELLEVILLE

Phone 1329

ONTARIO BUSINESS COLLEGE

BELLEVILLE, ONTARIO

Canada's Best Known and Most Widely Attended Business College. Special features here are Low Cost, Individual Instruction, Rapid Progress, Experienced Teachers, Good Equipment and Fine New Quarters. Ask for Free Catalogue.

PHONE 124 I. L. MOORE, Principal

275 Front St.

N-O-T-I-C-E

Wright's Radio Service

Now Operating at
127 WEST BRIDGE STREET

Phone 65

Authorized
STEWART WARNER SALES and SERVICE

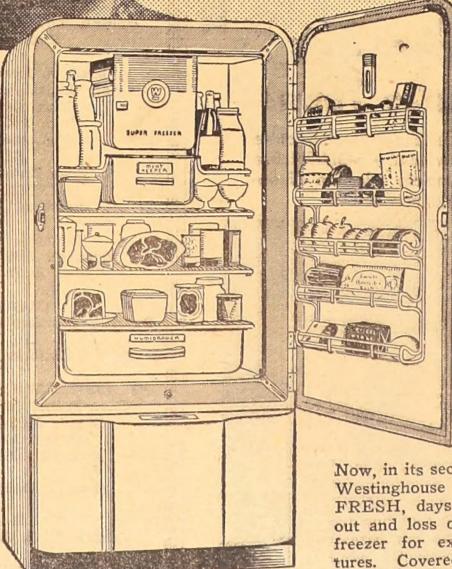
"I've found the **PERFECT WAY** to

KEEP MEAT!



I NOW SHOP
ONCE A WEEK!

SAVE TIME
AND MONEY
ON ALL MY
FOOD!



1939 Models as Low as
139.00

Now, in its second sensational year — the scientific Westinghouse MEAT-KEEPER! Keeps meats FRESH, days longer. Prevents needless drying out and loss of flavor. Located right under the freezer for extra-low, EXTRA-SAFE temperatures. Covered and vented for proper humidity. Raised metal rack permits air circulation on ALL sides of the meat. Be sure to see it... in the new Westinghouse Refrigerators, exclusively!

Only Westinghouse gives you TRUE-TEMP Control

THE JOHN LEWIS COMPANY

265 Front St.

BELLEVILLE

Phone 2260

Westinghouse Refrigerator

W. H. OLIPHANT
For
ELECTRIC WIRING
FIXTURES APPLIANCES
and SUPPLIES

Next to LOBLAW'S - - - BELLEVILLE

Scribblers
1c to 10c

New Lines of
Cent Candies

Also Chocolate Bars

J. Fraser Paul
Tobacconist

6 VICTORIA AVENUE

Royal Lincoln
Will Be Shown

The car used most frequently by Their Majesties, King George and Queen Elizabeth, on their Canadian tour—the Lincoln V-12 supplied by the Ford Motor Company of Canada, Limited—will be publicly displayed for the first time at the Ford exhibit at the Canadian National Exhibition, Toronto.

Familiar to many thousands who saw Their Majesties motoring, the Royal Lincoln is a custom built convertible sedan, Royal maroon in color and equipped with many interesting features and accessories. It is upholstered in "poude" blue broadcloth and is luxurious in every appointment.

In addition to the car, the display will also include enlargements of photographs showing Their Majesties using the Lincoln in sixteen different cities and towns across Canada.

FINE CARVING

Miniature ivory animals and other figures, so tiny that their hand-carved details are visible only under a powerful lens, are the product of a Bombay, India, craftsman who markets his creations to collectors all over the world. One of his accomplishments is packing from one to 125 carved elephants within a single hollowed-out seed no larger than an ordinary pea.—Popular Science Monthly.

WHY DOES A MAN GET DRUNK?

He may have met a long lost pal,
Or maybe he's just lost his gal.

He may just lack the strength to say
I can't put quite that much away.

He may not just have stopped to
think,

How many more was "one more
drink."

He may have found he wasn't able,
To drink his pal beneath the table.

But still a man feels mighty punk
The morning after he is drunk.

GRUEN THE PRECISION WATCH

gives you more for your money

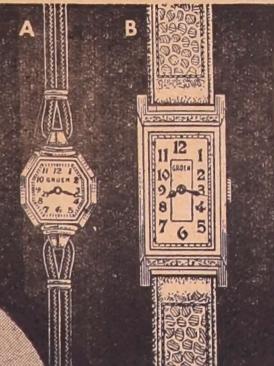


**Gives You
Easier Terms**

Now—get the fine watch you've
always wanted—a GRUEN. See
our complete selection of de-
pendable, new models.

A—GRUEN IONE . . .
Graceful new \$2975
GRUEN. Yellow . . .
15 jewel movement.

B—GRUEN APOLLO . . .
Smartnew GRUEN. \$335
17 jewels. Yellow . . .



**Gruen
CURVEX ACE**
Full-size 17 jewel GRUEN
Precision movement actually
curved to fill the wrist-
form case. Yellow or
white \$5950

THE OLD WAY
Small flat movement in curved case

Angus McFee
JEWELLERS
SINCE 1860

TERMS :
10% Down Balance
In Small Weekly or
Monthly Payments - -
No Interest



2 BRAND NEW AUTOMOBILES

1 DODGE COACH 1 NASH (La FAYETTE) SEDAN
WILL BE GIVEN AWAY ABSOLUTELY

**FREE — At the 1939
BELLEVILLE FAIR**

NO TICKETS WILL BE SOLD

NO CARS WILL BE DRIVEN BEFORE DELIVERY
ONE FREE TICKET WITH EACH 25-CENT PURCHASE AND EACH 25 CENT
UNIT OF TOTAL PURCHASES
WATCH FOR CARDS IN STORE WINDOWS

Get Tickets Free At These Stores:

Rossmore	Campbellford
JAS. R. GEROW—General Store	A. D. BENNETT & CO—Furniture Store
Shannonville	C. H. DAVIDSON and SON—Garage and Service
K. R. VIVIAN—Garage	Station
COOK'S—Garage	WOOD'S—Grocery
Rednersville	Bloomfield
KEITH REDNER—General Store	TRUDEAU—Motor Sales
Milltown	MOORE—Grocery
JACK FITZGERALD—Milltown Garage	Trenton
Marysville	R. WINTERS—Service Station
McCAULEY—Garage and Service Station	A. A. FARRAR—Furniture Store
Deseronto	C. F. WALLACE—Service Station
DAWSON'S—Camp and Service Station	C. F. WALLACE—Service Station
W. E. IRWIN—Service Station	S. LICENCE—Bicycle Store
Picton	EVER-READY—Cleaners and Dyers
WM. SMITH—Supertest Station	PLUMMER STUDIO—Photographer
BEVERLY McDONALD Co. Ltd.—Grocer	Brighton
WARREN'S—Garage	M. L. BUTLER—Service Station
ADAMS & VAN DUSEN CO. — Plumbing, Heating,	LOCKWOOD'S—Service Station
Electric Appliances	
GRINDROD'S—Auto Electric	
KING'S—Grocery	
Cannifont	Tweed
W. REYNOLDS—Grocery	SUPERTEST SERVICE STATION—R. Woods, Prop.
JACK WILLIAMS—Service Station	RAY QUINN—Men's Wear
Foxboro	
R. H. HAMILTON—Grocer	
Point Anne	
FRANK McDONALD—General Store	
Marmora	
REEVE'S—Service Station	
FRANK SMITH—Garage and Tourist Camp	
GEORGE WRIGHT—Grocer	

BELLEVILLE

AUTO WRECKERS	GROCERS
Pigden & Keene—Rear 334 Front Street	W. H. Anderson—209 Front Street
AUTOMOBILES AND ACCESSORIES	Blue Quality Foods—185 Front St., 93 Station St.,
J. B. Boyce—350 Front Street	56 Forin Stret
C. R. Clapp—Dodge Dealer; Front Street	Ciceri Food Market—295 Front St.
Trudeau Motor Sales—Ford Dealer; Front Street	Frank Ward's Groceries—79 S. John St., 89 Bridge
Cliff Baragar—2 Dundas St. East, Tires and Batteries	Street, West
Hastings Motors Ltd.—118-124 Front Street	Wright's Superior—84 Moira St. West
Weese & Onderdonk—103 Front St. Canadian Tire	Wallbridge & Clarke—220 Front Street
Corporation Products	Harry Allen Grocery—54 Dundas St. East
Riggs Motor Sales—224 Pinnacle Street	Groceries and Meats
St. Charles Motor Co.—342 Front Street	Mason's Riverside Grocery—1 Moira St. East
Bourk's Carburetor & Ignition Service—10 Cannifton	R. Alexander—144 Station Street
Road	F. Adams—165 Bridge St. East. Groceries and Meats
Uptown Tire and Battery Service—Scottie and	Ed. Kellaway—20 Bridge Street, West
Smittie, Props., 382 Front St.	Chalmers' Grocery Store—Trent Road
BARBERS	Wilson's Grocery Store—North Front and Ridley
Fred. T. Symons—42 Bridge Street East	Streets
New Central Barber Shop—178 Front Street	D. V. Hurman—20 Grove Street
Dan Stewart—322 Front Street	Twidby's Grocery—156 Moira St. West
Tim Sullivan—211 Front Street	
Reg. Arnott—Bridge Street East	
BEAUTY PARLORS	
Belle Raideressing—247 Front Street	
BICYCLES AND SPORT GOODS	
Stephen Licence—299 Front Street	
BAKERS	
Hannah's Bakery—334 Front Street	
Sprung's Home Bakery—279 Front Street	
Dickens & Son—215 Front St. Bakers and	
Confectionery	
CLEANERS AND DYERS	
Superior Cleaners and Dyers—142 North Front St.	
(Mrs. Allin)	
Modern Cleaners and Dyers—325 Pinnacle Street	
(T. Hutchinson)	
CLOTHIERS AND MEN'S FURNISHINGS	
Chas. J. Symons—Men's Wear, 206 Front Street	
Shaw's Men's Wear—222½ Front Street	
Quick & Robertson—258 Front Street	
Meaghen's Men's Shop—264 Front Street	
CHINA	
Stroud's Variety Store—208 Front Street.	
(J. Blackburn)	
DANCE GARDENS	
Hume Arena Dance Gardens—Market Place	
FLORISTS	
Templer Flower Shop—14 Campbell Street	
FURNITURE	
Wray's Home Furnishers—306 Front Street	
George T. Woodley—273 Front Street	
Joseph Delaney—17 Campbell Street	
FRUITS	
Baker's Fruit Market—189A Front Street	
GASOLINE AND OILS	
J. B. Boyce's Blue Sunoco Service Station—Front St.	
Cities Service—124 Front Street	
Weese & Onderdonk—103 Front Street	
Riggs Motor Sales—224 Pinnacle Street	
Lloyd's Service Station—10 Bridge Street, West	
Holway Bros.—Bridge and Front Streets	
Chalmers' Service Station—Trent Road	
Wilson's Shell Service Station—Dundas Street and	
Foster Ave.	
Asetlins' Shell Oil Co.—1 North Front Street	
C. R. Clapp—Front Street	
Trudeau Motor Sales—Front Street	
RESTAURANTS	
Belmont Restaurant—289 Front Street	
London Lunch—174 Front Street	
Esquire Grill—188 Front Street	
Quinte Cafe—36 Bridge Street East	
Round Spot Restaurant—Dundas St. and Foster Ave.	
SHOE REPAIR	
Brown's Shoe Repair—10 Campbell St. 4 Bridge St. E.	
SHOES AND FOOTWEAR	
Leslie Shoe Store—255 Front Street	
Haines Shoe Store—214 Front Street	
Vermilyea & Son—268½ Front Street	
SEEDS	
Charles E. Bishop & Son—142 Front Street	

Belleville Fair Association

ON YOUR WAY TO THE FAIR FILL UP AT

ASELSTINES' SHELL SERVICE STATION

Quick, Courteous Service

GEORGE ASELSTINE, Manager

Corner N. Front and Moira Sts

BELLEVILLE

Phone 1573

ASHLEY FURS

294 FRONT STREET

BELLEVILLE

AUGUST FUR SALE - NEW 1940 STYLES

PURCHASE NOW AT SAVING PRICES

BUDGET TERMS - FREE STORAGE

REPAIRS, LININGS, CLEANING AT LOW SUMMER PRICES

Phone 2340 "WALK UPSTAIRS AND SAVE" Phone 2340

You say this is a police-dog? But
police-dogs don't look like that!""Sssh . . . it belongs to the Secret
Police."DANZIG -- THE
DANGER SPOT

(Continued from Page One)

about the Poles having imprisoned and otherwise mistreated poor innocent, harmless, law-abiding German nationals residing in Poland. The same program of propaganda, incitement, lies and border clashes which preceded the Munich betrayal is being repeated. And, too, Hitler is making the same promises to the Poles that he made to the Czechs and Austrians—and we all know what happened to them.

It should be remembered, though, that Poland right now is more Fascist than democratic; it is, in fact, a dictatorship nation. Poland is closer to the Germans, socially and politically, than she is to the Russians. There is in Poland a very powerful faction of political leaders who have long dallied with Germany; but they are obliged, because of the intense nationalism of the Polish common people, to work under cover. They dare not come out openly in favor of Hitler but they have been, and still are, undermining Poland's independence and resistance.

Berlin's spokesman, Dr. Carl Burckhardt, who is supposedly League of Nations High Commissioner for Danzig, has spared no effort to hoodwink the Poles into acceptance of Germany's various proposals. At a League Council meeting not so very long ago Burckhardt even succeeded in having his plan for solving the Danzig problem completely accepted by the Foreign Ministers of the Democratic Powers. However, the stiffened attitude of Britain and France and Poland herself has somewhat nullified Burckhardt's influence, but he is dangerously clever and will bear a lot of watching. There is no doubt as to which side his sympathies are on and the many recent personal chats he has had with German leaders have not helped to calm the fears of those who distrust him.

Britain and France are definitely pledged to go to Poland's help if she is attacked or her independence endangered directly or indirectly by Germany. Of course, there is always a lot of meaningless wordage in many of these pledges, and all too often the promised assistance has not been rendered. China, Ethiopia, Czechoslovakia and Loyalist Spain were promised assistance. Their fates are too

recent, historically, for the necessity of further comment. No wonder that Russia is so long in falling into line with nations which have in the not so distant past found it convenient to repudiate some of their most solemn commitments.

Interesting indeed is the fact that Poland, along with Great Britain, France and Russia, are bound by the League Covenant which calls for economic and military sanctions against an aggressor nation. That being the case, it would appear that Poland and the three Great Powers are now "on the spot." Poland's fate will

determine whether the world is to be plunged into war after war; or whether at long last Naziism and aggression are to be definitely halted and the foundation laid for some sort of World League or World Court whose function it would be, not only to enforce international peace, but to correct as far as humanly possible the many long-standing disputes, abuses and tyrannies that lead to war. The much-ridiculed League of Nations was a step in the right direction, but without the honest support of its chief signatories it was doomed to fail-

ure from the first. The only clauses that really gave the League Covenant its teeth were the clauses re sanctions. The League's rapid collapse occurred immediately the predatory nations realized that the sanctions clauses could be safely flouted. Japan, Italy and Germany no doubt believe that they can continue their devilish aggressions indefinitely. The outcome of the Danzig-Poland problem will show the three aggressors which way the wind blows.—F. W. N.

Farm Seeds

FOR FALL
SEEDINGFALL RYE
FALL WHEATand
TIMOTHYSee Our Samples and Buy Our
No. 1 Seed When Visiting
Belleville FairC. E. BISHOP
& SON

SEEDSMAN

172 Front Street Belleville

REPAIRS

Scales Boilers

Automobiles

Electric and Oxy-
Acetylene Welding,
portable Machine Shop
Work

Valve Seats

Auto Springs

Wholesale and Retail

Greenleaf Co.

10 Foundry Street
Belleville, Ontario
PHONE 83WE INVITE YOU
To Visit Our Display at Belleville Fair

SEE THE NEWEST MODELS

Coffield Electric Washers - Moffatt Electric Ranges

Kelvinator Electric Refrigerators

Royal Electric Cleaners - Coffield Electric Ironers

AND OTHER MODERN APPLIANCES

- LADIES LOUNGE IN BOOTH -

Belleville Utilities Commission

Back To School Specials

Misses' Printed
Spun Rayon
Dresses
1.89

Girls' Crease Resisting
Spun Rayon Dresses. New
Styles, New Shades and
patterns. Short Sleeves.
Sizes 8 to 14 years.

Girls' Rayon Panties

Misses' Striped Rayon Panties with
elastic at waist. White and Tea Rose.
Sizes 6 to 12 years. Per Pair 25c

Girls' Kerchiefs

Girls' Hankies of a sheer quality white lawn, narrow hem, and
open work patterns in one corner.

12 for 25c

Boys' Handkerchiefs

Boys' Kerchiefs of a fine quality
white lawn with wide block borders
of blue and sand. Back to School Sale,
each 5c

Boys'
Shirt Waists
50c

Made of a fine quality
Broadcloth in check
and stripe patterns.
Neatly trimmed with
pocket. Sizes 11 1/2 to
13 1/2.

Ankle Socks

15c Pair

Men's Ankle Socks of a
fine mercerized lisle
with elastic cuffs and
reinforced heels and
toes. The colors are
Maize, Sea Green, Pink,
Peach and Blue. Sizes
8 1/2 to 9 1/2.

Boys' Shorts

98c

Tailored in Herring-
bone Tweeds and Navy
Cheviot Serge with
elastic insert at waist,
lined throughout. Sizes
8 to 12 years.

WALKER STORES, LIMITED

School Days are Here Again

Send Your Boy or Girl to School
Freshly Cleaned and Pressed

PHONE 55

Belle Cleaners

BELLEVILLE

WALLPAPER CLEARANCE!

All Season's New Patterns 6c per roll and up

Clearing Prices - - - Walnut Cedar Chests,
End Tables, Etc.

BEDDING AND HOUSE FURNISHINGS

THOMPSON'S

Temporary Location - - - 11 Victoria Ave.
Phone 295

Permanent Wave Won by Bald Man

"The almonds of life come to those who have no teeth," says an old adage, and A. E. Maundrell of Mount Forest has evidence to prove it.

At a draw held in conjunction with a recent carnival, Mr. Maundrell won a permanent wave. But the days when

he might have appreciated it are gone, perhaps forever.

He is bald.

Doctor: You have only your healthy constitution to thank for having been able to overcome the disease comparatively easily.

Patient: Dear doctor, I should like to ask you to remember that when you send me the bill!

'Goodbye, Mr. Chips' Comes To Belle

Following his success in "The Citadel," Robert Donat again returns to the screen, this time as the lovable schoolmaster of "Goodbye, Mr. Chips," filmization of James Hilton's famous novel. The Metro-Goldwyn-Mayer picture, filmed in England, comes Saturday, Monday, Tuesday, Wednesday, August 26th, 28th, 29th and 30th. Matinee daily.

With Donat comes a colorful new feminine lead in Greer Garson, beautiful English actress recently signed by the studio. Terry Kilburn, boy discovery of "Lord Jeff" and "A Christmas Carol," plays an important juvenile role, and Sam Wood, who filmed "Navy Blue and Gold," "Lord Jeff" and other hits, directed.

The story, with a romantic love theme, has a new angle in the glorification of the work and influence of the profession of teaching. Donat plays the title role, a British schoolmaster. His work, his romance, the tragedy of the death of his wife, his shaping of careers of future great men, are the dramatic elements.

Rescue of the heroine from a Tyrolean mountain peak, a great ball in Vienna, a smashing air raid over England during the World War, are among the dramatic highlights of the picture. Cricket and football in famous old English schools and intimate human interests touches dealing with the lives of youngsters in British schools are other elements in the haunting story.

One of the largest sets ever built in Europe, a reproduction in its entirety of a great school, was constructed at M-G-M's studio at Denham for the picture.

DIONNE QUINTUPLETS VISITING HOURS

Advice has been received by the Passenger Traffic Department of the Canadian National Railways that there has been a change in the visiting hours to visit the Dionne Quintuplets at Callander, Ontario. The children will appear daily, weather and health permitting, at 9:30 a.m. to 10:00 a.m. and from 3:00 p.m. to 3:30 p.m., Eastern Standard Time.

Advanced FALL FASHIONS

During Fair Week Visit Belleville's Newest Modern Women's Apparel Shop. We cordially invite your inspection



Coats

Fur trimmed, untrimmed Fall and Winter Coats that are now made up at their best as to workmanship and materials. Trimmed with mink, silver fox, Persian Lamb, Caracul, Opposum and many other furs.

Moderately Priced From

**\$11.98
to
\$69.50**

Women's, Misses' and Junior Misses' sizes. All Coats have satin, 2-season linings, chamois lined.

Dresses

Black or Navy for your first autumn dress or a smart woolen dress in a New suede or diagonal stripe. Material with satin back finish. Sizes 13-20, 38-52.

Prices Ranging From

**\$2.98
to
\$16.98**



Millinery

Choose a felt. Be first to wear a new fall hat. Dramatic swirl brims, high toppers, berets and berets for daytime. Stunning velvets, toques and turbans for your dark sheers. All head sizes.

Albert's Style Shoppe

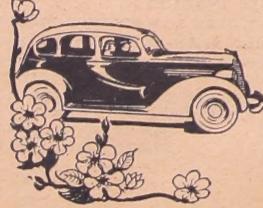
269 Front Street

BELLEVILLE

Phone 2192

Real Savings in Reliable Used Cars

Better Cars



LEAVE TROUBLES BEHIND!

Come and see what a brilliant "deal" we'll give you, on one of our near-new Used Cars! Absolutely no sense, in worrying along with your old, out-worn car—now! Now — while we offer modern-model, near-new Cars like these, at such compellingly low prices and in-viting terms.

1938 Plymouth Coach

Very smart body lines and in perfect condition. Powerful motor, reduced to

725.00

1935 Ford Deluxe Coach

Touring model, large trunk. Color, black. Motor, tires body and interior excellent. Real value at

475.00

1936 Plymouth Touring Coach

A DeLuxe Model that has everything you are looking for. See it now priced at

625.00

1934 Chevrolet Master Coach

Thoroughly reconditioned. Smart Palm Beach grey with red trim—Moderately priced at

400.00

1934 Ford 4-Door Sedan

Small family car at the right price. First-class condition. Ready for the road at a price you can afford.

375.00

1934 Chevrolet Standard Coach

A smart, clean, little car, dandy motor. Well tired all round. Dark blue color. A bargain at

365.00

ALSO

Some outstanding buys in low-priced cars. A car for every purse. Ranging from

\$50 TO \$200

LOOK THEM OVER

1929 PLYMOUTH SEDAN

1927 CHEVROLET COACH

1928 PONTIAC SEDAN

1928 CHEVROLET SEDAN

1929 OLDSMOBILE SEDAN

1930 PONTIAC COUPE

1929 FORD SEDAN

1930 NASH COACH

1930 OLDSMOBILE SPECIAL SEDAN

1930 CHEVROLET TRUCK **100.00**

1930 FARGO TRUCK **100.00**

HASTINGS MOTORS LIMITED

118 - 124 Front Street At the Cities Service Lot